

Chron

PHILIP MORRIS USA

INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017-5592

To: Greg Smith

Date: September 27, 1991

From: Jayne Mullen-Sampson *JMS*

Subject: Advertising Materials-Request

Marlboro will be featured on the back cover of Hoop Magazine during the 1991-92 National Basketball Season per Philip Morris' direct placement through Professional Sports Publications. At your earliest convenience, please request art materials from LBCo. according to the attached specifications. Two sets of materials are necessary, one positive, one negative, due to the printing process. Materials are due by October 4th, and must be forwarded to:

Mary Powell
Traffic Department
Professional Sports Publications
355 Lexington Avenue
New York, NY 10017
(212) 697-1460

Just a reminder, LBCo. does not need to send an insertion order, they just need to send materials.

Thank you.

JMS/nr

cc: J. Maggio

LBCo.
T. Cutler
W. Korduplewski

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